



# THE WANADA BULLETIN

NEWS AND INFORMATION FOR AND ABOUT FRANCHISED NEW CAR DEALERS IN THE WASHINGTON AREA

WANADA Bulletin # 17-08

May 2, 2008

## ADEI UPDATE

### Recruit and Train Technicians the WANADA Way!

*WANADA's Automobile Dealer Education Institute Recruits & Trains Techs for You*

A unique technician development program, designed by dealers for dealers, WANADA's Automobile Dealer Education Institute (ADEI) technician training program is now accepting applicants for fall classes. ADEI tech training is designed specifically for dealers who need to recruit and develop new technicians or round out the skills of existing techs.

"If you have a good person with a genuine interest in making auto technology a career, it's a great program," says Steve Capolella, service manager for Sheehy Ford of Gaithersburg, who has had several techs in the program.

The WANADA ADEI tech training program provides instruction in the eight primary ASE technical disciplines, including brakes; steering/suspension; electrical; engine performance and repair; heating and air conditioning; and transmissions.

"We've used the WANADA tech training program for years," said Gary Higgins, director of fixed operations at DARCARS. "It fits in well with our overall

technician development efforts."

#### **Dealers can participate in the program in three ways:**

1) enroll an existing employee whom they want to train to be a technician (such as a promising lot attendant or service department helper);

2) enroll an existing technician who needs to expand training and skills; or

3) hire a pre-screened applicant recruited by ADEI from an area high school auto shop program or affiliated workforce agencies.

The ADEI Tech Training pro-

gram combines a structured classroom, shop and interactive curriculum with full-time, mentored, on-the-job training. The NATEF-aligned curriculum is taught by professional educators, some of whom have worked in dealer service departments.

#### **Here's how the program works:**

- The new employee-participant works four days a week in the dealer service department and goes to training classes one full day a week at either Montgomery College or Northern

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## CAFE UPDATE

### U.S. DOT Chooses Earth Day To Present Long Awaited MPG Standards Plan

The Bush administration used Earth Day last week to present a fleet-wide national corporate average fuel economy (CAFE) standard for new cars and trucks of 31.6 mpg by 2015, or about a 4.5 percent annual increase from 2011 to 2015. In 2015, passenger cars will need to achieve 35.7 mpg and trucks will need to reach 28.6 mpg. This sets a more aggressive schedule to achieving the recent energy law that requires new cars and trucks to average 35 mpg by 2020.

Transportation Secretary Mary Peters said the federal plan would reduce fuel consumption "in a way that is consistent nationwide and also doesn't compromise vehicle safety." The plan is expected to save nearly 55 billion gallons of oil and reduce carbon dioxide emissions by 521 million metric tons over the life of the new vehicles built between 2011-2015. It will add an average cost of \$650 per passenger car and \$979 per truck by 2015.

NADA quickly applauded the move. "We are especially pleased to see this national approach to fuel economy start to take shape; it should

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## ADEI UPDATE

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Virginia Community College.

- The full day of training includes classroom instruction, hands-on learning and one hour of manufacturer-specific online training.
- Dealers contribute nominal tuition fees per student which assists program funding which mainly comes from institutional sources.
- Dealers provide each participant with a technician mentor, who in turn works with the participating tech to ensure he/she performs required NATEF tasks at the dealership in coordination with classroom instruction.
- Unlike other technician training options, WANADA provides direct, on-going support to the student, the mentors and service managers to ensure everyone is getting what they need from the program.

**On-going support for participating dealers includes the following:**

- ADEI staff recruit and screen applicants, monitor student grades and provide regular progress reports to dealer service managers.
- ADEI provides starter tool kits to students.
- ADEI works with education consultants and college instructors to ensure curriculum is matched to NATEF requirements and provides the training needed to take and pass ASE exams.
- ADEI works with students and college instructors to ensure students are aware of ASE exam registration deadlines and testing dates.
- ADEI staff meet regularly with service managers, mentors, students, instructors and others to ensure all stakeholders are getting what they need from the program.

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ADEI staff members are currently recruiting and screening high school students taking auto shop classes. Once these students

graduate this June, they'll be available for summer placement in dealerships and enrollment in the technician training program this fall at either Montgomery College or NoVa Community College.

Alternatively, the program offers the flexibility for dealers to tailor training to individual employees. This option enables existing mid-career technicians to learn new skills or update old ones.

Dealers in both Maryland and Virginia now have a dealer-designed, WANADA-directed technician development program right in their own backyard! Don't miss out on this unique opportunity to improve fixed operations with online techs. To learn more, call WANADA's ADEI staff at (202) 237-7200.

A fact sheet explaining ADEI's Technician Training Program is enclosed with this WANADA Bulletin. Please distribute it to the appropriate service managers and fixed-operations directors.

## WANADA Thanks Rotarians for Their Ongoing

### Support Of ADEI Tech Training

Since WANADA's Archie Avedisian convinced District 7620 Rotary Clubs in Maryland and D.C. to endorse WANADA's Technician Training Program as an *official* Rotary Centennial program, 18 Rotary Clubs from the area have donated funds to the training program for the purchase of tools to send aspiring young techs on their way to successful careers.

To recognize that solid support and to keep Rotarians updated on the program, WANADA last week hosted a tour of the Gudelsky Institute for Technical Education (GITE) at Montgomery College. Rotarians heard from trainers and tech students who mixed with them at lunch.

"I am such a fan of this program," said Rich Carson, governor of Rotary District 7620, "because it taps into the community service commitment Rotary is known for here and around the world."



**Above left, student techs with MC program director Deborah Anderson. Above, right, WANADA's Gerard Murphy (left) with Rotary district governor Rich Carson (donation check in hand), Carol Creek Rotarian, Mary Nagel, flanked by Archie Avedisian, ADEI, and John Capoccia, Carol Creek Rotary.**

## KINDRED KORNER

## Travelers Enhances its IndustryEdge<sup>SM</sup> Product for Auto Dealers

### *Delivering Broad-Based Insurance Solutions with Auto Dealer-Specific Expertise*



Since the launch of its IndustryEdge Product for Franchised Auto and Truck Dealers, Travelers has been on the leading edge of the market's innovations and advancements,

not only responding to, but anticipating emerging risks and specific customer needs. Thanks to its active involvement with WANADA and other dealers and associations throughout the country, Travelers has enhanced their product for auto dealers.

"The relationship that we have with WANADA provides us with great feedback directly from the source," said Dave Stevenson, Franchised Auto and Truck Dealer Industry Leader, Travelers. "Talking with association members, keeping a finger on the pulse of what is important, allows us to enhance our product and service offerings to better address the needs of WANADA-franchised auto dealer members."

Designed by professionals with the experience necessary to understand the specialized needs of auto and truck dealers, Travelers dealer-customizable insurance product offers a broad range of coverage. The latest version of the IndustryEdge Product for Franchised Auto and Truck Dealers is now available with enhanced options, including Surety Bonds and an Auto Dealers XTEND Endorsement<sup>®</sup>.

**Surety Bonds:** Auto dealers are required to hold several types of bonds. Without them, dealers would not be able to obtain and retain the proper operating licenses. Responding to market demand and the needs expressed by WANADA members, Travelers offers, through its Bond & Financial Products division, Surety Bonds designed specifically for its franchised auto and truck dealer customers.

**Auto Dealers XTEND Endorsement<sup>®</sup>** As auto dealerships grow and expand, the ownership is forced to take on more responsibility and exposure. To help manage a dealer's risk, Travelers has made available in its enhanced product a bundle of coverages ranging from Personal Injury to Personal

Effects Coverage to Drive Away Collision.

Travelers has been providing insurance for auto dealers for decades and has recently reached a new milestone by becoming the insurer of choice for more than 600 franchised auto and truck dealers.

Travelers notes that the information contained in this article does not amend or otherwise affect the terms, conditions or coverage of the policies being discussed. Coverage depends on the facts and circumstances involved in the particular claim or loss, all applicable policy provisions and applicable law. Availability of coverage can depend on our underwriting qualifications and state regulations.

For more information on coverage details of Travelers enhanced product, please contact John O'Donnell at WANADA by calling (202) 237-7200, or via email at [jod@wanada.org](mailto:jod@wanada.org).

## Fuel Standards

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be given a chance to succeed," said Andrew Koblenz, NADA vice president for legal and regulatory affairs. "The Department of Transportation is clearly working to achieve real and quantifiable fuel economy and environmental gains, while taking into account consumer demand, economic impact, and most importantly, passenger safety."

NADA intends to file comments addressing specific provisions within the proposal while stressing the importance of the administration's decision to reject a piecemeal state-by-state effort.

"This stands in stark contrast to the California approach which is untested, fails to look at the impact on the national economy, limits consumer choice and ignores concerns about passenger safety," Koblenz said.

The Alliance of Automobile Manufacturers released a statement supporting Congressional efforts to establish a national fuel-efficiency standard and pledged the support of automakers. "Congress has set an aggressive, single, nationwide standard, and automakers are prepared to meet that challenge," explained Alliance President and CEO Dave McCurdy. "This proposal represents an important mile marker on the road to at least 35 miles per gallon by 2020."



**SIGN UP TODAY!**

## 2008 WANADA Open

*Monday, June 2, Lansdowne Resort*

### Golf, Networking, and Good Natured Competition

Join us for a day of golf on two of the best courses in the Washington, DC area. Then “play the 19th hole” with cocktails and the Awards Dinner buffet. It's a great opportunity to get some fresh air with good natured competition and a chance to network with friends and associates. Golf and fellowship - it just doesn't get any better than that! But note: registration this year will be *restricted* to the first 256 golfers who register so sign-up early!

A registration/information sheet is enclosed with this WANADA Bulletin. Or, participants may *register online* at [www.wanada.org](http://www.wanada.org). For more information, call WANADA Events Director Kristina Henry at (202) 237-7200.



## NADA Director Election for Metro Washington This Month

### *Dealers Urged to Participate*

NADA is notifying their dealer members in WANADA's bailiwick that an election will commence in early May for a NADA director to represent the “district of Metropolitan Washington, D.C.” The member elected will serve a three-year term beginning at the 2009 NADA Convention. After serving two 3-year terms, WANADA's current NADA director, Geoff Pohanka, has announced that he will *not* seek another term. Accordingly, the Metro Washington seat will have no incumbent standing for re-election.

Eligibility for service on the NADA Board includes the following criteria: the applicant must be a member of NADA in good standing; he or she must have an equity interest in the dealership he/she represents; the individual must be recognized by the manufacturer as dealer/general manager/executive manager of the dealership; he or she must be actively engaged in the dealership; and he or she must have his/her principal place of business (dealership) in Metropolitan Washington, D.C.

For more information, contact Gerard Murphy or John O'Donnell at WANADA, (202) 237-7200.

## Position Wanted: General Manager

An individual with extensive experience as a dealership general manager with particular expertise in all aspects of vehicle sales marketing and management, is seeking a position in a related capacity. The applicant lives in Fairfax Station, VA. For more information, contact John O'Donnell in the WANADA office at (202) 237-7200 or [jod@wanada.org](mailto:jod@wanada.org)

## Staying Ahead...

*Horse sense is the thing a horse has which keeps it from betting on people.*

—W.C. Fields

### Enclosures:

- ADEI Tech Training Fact Sheet
- WANADA Open Registration/Information Sheet , June 2, Lansdowne Resort